



SHIRE of AUGUSTA
MARGARET RIVER

Icon Event Sponsorship Application

Applicant	
Business/trading/ organisation name:	
Contact Name 1:	
Postal:	
Street Address:	
Phone:	(mob)
	(bh)
Email:	
Contact Name 2:	
Postal:	
Street Address:	
Phone:	(mob)
	(bh)
Email:	

Funding	
Funding history:	<i>Please detail funding received by Shire for this event in the last 5 years, if any.</i>
New funding request:	<i>Note the maximum term of sponsorship agreements is 3 years. As of January 2014, recipients of Icon Event can not apply for fee waivers. Please advise if the funding is going towards a specific purpose – prize money, transport, infrastructure, staffing.</i>

Event

Event name:	
Event date/s:	
Event location/s:	
Projected attendance:	<i>No. of participants / event personnel / contractors / volunteers / spectators.</i>
Event description:	<i>Summary of the goals, objectives, proceedings.</i>
Event status:	<i>Tier of competition, involvement of national federation, etc (if applicable).</i>

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Criteria

Please provide succinct answers to as many as possible and leave blank any criteria that do not apply to you (or if the information has been provided in an alternative field).

A 'comment' field has been added at the end of the application form should your event information not fit into the provided specific field.

Social implications (benefits, impacts and mitigation)

Community involvement:	<i>Ability for community members to volunteer, participate, spectate, etc.</i>
Access and inclusion:	<i>Opportunity for all sectors of community to including, but not limited to people with disability, seniors, parents, youth.</i>
Social justice:	<i>Cost to participate. Are there free or affordability opportunities?</i>
Health and Wellbeing:	<i>How does the event promote good health?</i>
Capacity building/upskilling:	<i>What increase in local skills or capacity will result from the event?</i>

Environmental implications (impact, mitigation and education)	
Education and conservation:	<i>How are you promoting positive environmental behaviour?</i>
Impact on natural amenity:	<i>What are you doing to protect the environment during your activities?</i>
Economic impacts (visitation, awareness and promotion)	
Organiser spend:	<i>Event organiser local spend, direct local employment</i>
Visitation:	<i>New visitation generated, origin of visitation, bed nights, spend per day, tourism spend total</i>

Media value:	<i>What is your projected media value?</i>
Brand promotion:	<i>Are people becoming aware of Margaret River Region as a potential tourism destination as a result of the event? Does your event promote the Margaret River Region brand for the purposes of export, trade, investment, industry and employment?</i>
Infrastructure:	<i>Are there any community infrastructure upgrades occurring due to your event?</i>

Sustainable management	
Project Plan	<i>Can the Event Organiser demonstrate ability to execute the event? Eg. Does the organiser have a strategic plan / project management / media and marketing schedule, etc and/or proven track record?</i>
Organiser contribution	<i>What is the cash or percentage of funding that the organiser is contributing?</i>

Event partners/stakeholder/ funding agencies	<i>Which other agencies/sponsors are funding the event? Indicate if the funding applications are still outstanding.</i>
Self-sustainability	<i>In the instance of repeat events, does the event have the ability to become self-sustaining over time? What is this projected timeline?</i>

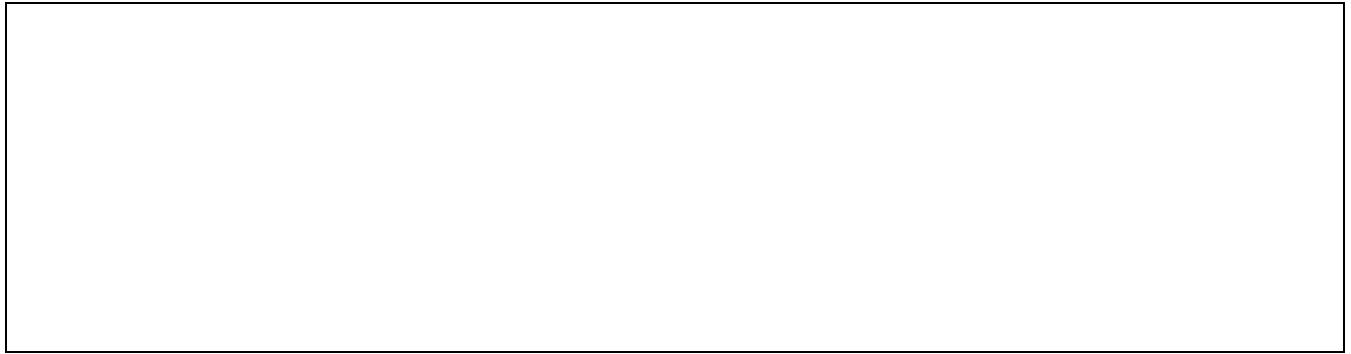
Sponsorship benefits

Please provide succinct answers to as many as possible and leave blank any criteria that do not apply to you (or if the information has been provided in an alternative field).

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Corporate benefits	<i>What opportunities are there to promote the Shire's corporate brand? (eg. logo placement, speech opportunity, program ads, merchandise)</i>
Community benefits	<i>What benefits can the Shire offer to community members by sponsoring the event? (ability for Shire to offer scholarship/participation opportunities, host networking events, run competitions and giveaways in line with the event).</i>

Additional comment



Thank you for completing the Icon Event Funding Application form. Please return it with any supporting documentation to:

Shire of Augusta Margaret River
Marketing and Events Officer
(08) 9780 5255
media@amrshire.wa.gov.au

You will be notified as soon as your application is processed.

Please note all successful sponsorship applications are subject to:

- Council adopting the corresponding financial year budget to include provisions for Icon Event funding
- The Event Organiser meeting (and continuing to meet) internal accountability measures (compliance).
- The Shire and the Event Organiser agreeing to a sponsorship package
- The Event Organiser invoicing the Shire during the financial year that the sponsorship agreement applies.